



Promotions 



News Website

Social Media  
Dominance



Community Involvement



RADIO



Daily Email Blast



# mbc

· CONTENT · CARING · COMMUNITY

OUR BRANDS





**105.7 myFM**  
Strathroytoday.ca

**60/40**  
Audience  
(Female/Male)

**47%** Listen "All Day" at work

**92%** Visit Strathroytoday.ca on a daily basis

**94%** Use Facebook

*MYFM Family Survey  
MAY 2023*

*Strathroy Stats*

**2.5**  
Average Family

**43** Average Age

**23,871** Population

**62%**  
Age 15 - 64

**\$24.8 Billion**  
\*Ontario Average Retail Sales Per Month

*What's Your Share?*

Research data estimates  
**20,000 - 22,000**  
Weekly Listeners

Source: Listener Survey  
May 2023



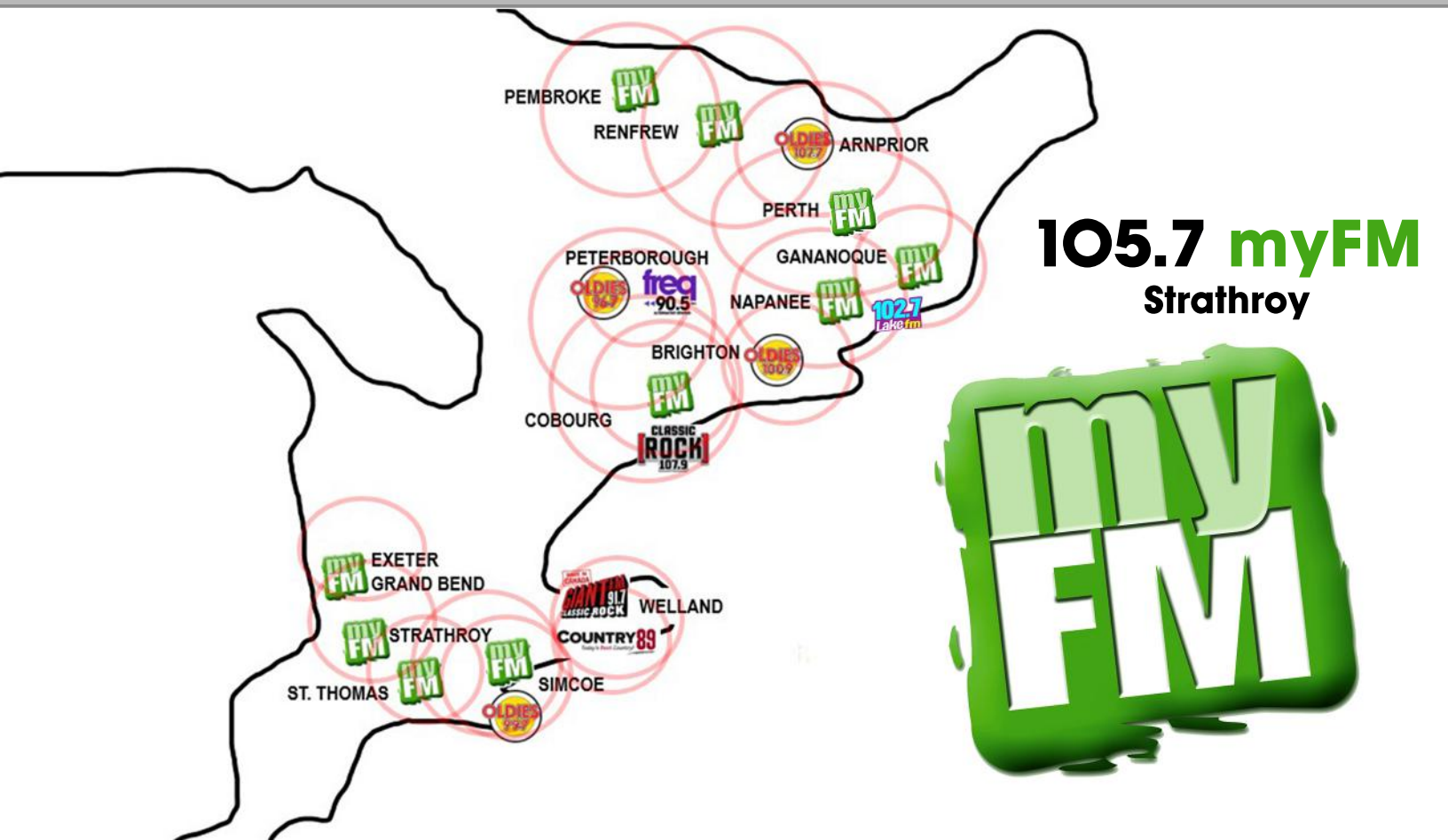
**IMPACT . GROWTH . PROFIT**

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MY BROADCASTING CORPORATION

"Ontario's Local Broadcast Company"

- Breaking and Local News
- Contests
- Local Events Coverage
- Heavy Community Involvement
- Junior Hockey Coverage



**105.7 myFM**  
Strathroy

